



About SkySong

SkySong, the ASU Scottsdale Innovation Center, is a place where business and innovation are one and the same. Where business has access to the resources of Arizona State University, one of the largest, most innovative universities in the U.S. SkySong is a global portal connecting the world through technology. It is a place where the architecture, lifestyle and amenities in and around the center stimulate and encourage creativity and new ideas. Where ideas and university research become new technologies and commercial enterprises. A place where the future is invented.

SkySong is located on a 42-acre (17-hectares) campus in the heart of Scottsdale, Arizona, one of the most desirable locations in the Southwest and part of the Phoenix metropolitan area, the 13th largest metro in the U.S. A continually growing area, Greater Phoenix benefits from a steady in-migration that provides a constant influx of new ideas, talent and opportunities. SkySong attracts knowledge workers and corporations from around the world, creating a working community, integrating academia with commerce, developing an interactive relationship among mentor, supplier and start-up technology companies and professional support.

But the differentiating factor is the proximity and involvement of Arizona State University. SkySong leverages ASU's innovation-focused resources to attract and support domestic and international businesses locating onsite. ASU has located its technology transfer and entrepreneurial units, as well as select engineering and technology research programs at SkySong. In addition, ASU offers access to a full host of business services, including:

- Global business development to help generate North American business leads
- Research, intellectual property and licensing services
- Access to U.S. capital networks
- Product development services at below market rates
- Business education and advancement to support transition to U.S. marketplace
- Workforce connections to 67,000 ASU students, 14,000 annual graduates, faculty and research staff
- Liaison services that connect businesses with specific ASU resources
- Office space in the ASU space at SkySong

The Center is less than three miles from ASU's research-intensive Tempe campus and is minutes from abundant recreational, residential, cultural and entertainment opportunities and venues, exceptional schools, major transportation corridors, and Sky Harbor International Airport.

Please visit <http://skysong.asu.edu> for additional information.



Companies located in Developer/Leased Space

Company	Employees	Square Footage
Allviant – Healthcare software	14	2,000
American Solar Electric – Solar technology	25	5,000
ASU – University entrepreneurship and innovation	130	80,000
Brain Savers – Memory maintenance system	6	1,500
Canon - Imaging Equipment	40	9,000
Datasoft – Wireless communications	28	7,200
Higgins/Plaza – Developer	6	2,100
Locallife - Internet Search Aggregator	10	5,100
Nuon Inc. - Computer Resource Virtualization	8	2,000
Pacific Southwest Ventures – Venture capital	6	3,300
Ticketmaster – Entertainment	140	34,000
Wilbur Smith – Transportation logistics	6	2,600
Yodle – Local internet advertising	<u>25</u>	<u>5,000</u>
	444	168,800



Companies located within the ASU Incubator Space

Company	Description
Adaptive Curriculum	eLearning
Advent Solar	Solar technology
Bye Energy	Biofuels
Chosen List	Web advertising
Ernst & Young	Accounting
Eyepower Games	Educational Technologies
InfyCareer	IT Training and consulting
Litree Corp	Water purification
Logical Steps	Web applications
Massively Parallel Technologies	High-Performance Computing
Sign Hear Technologies	Signature verification
Squire, Sanders, and Dempsey	Legal services
Stax Systems	Health maintenance
Sun Devil Productions	Video services
Tec de Monterrey	University business liaison
TechBA Arizona	Mexican entrepreneurship
TEKcelerate	Venture capital
T/K Associates	Venture capital
US Dept of Commerce	Export Assistance
Virtual Training Center	Educational technology
Vsupply	Medical inventory solutions



SkySong Media Coverage

- SkySong has received 17 feature stories since December on topics such as the ASU Technology Forum, TechBA Arizona, development updates (construction and shade structure), SkySong's impact on South Scottsdale, the December visit by the President of Ireland, Invest Southwest, the U.S. Department of Commerce Export Assistance Center and the Sun Devil Entrepreneurship Network

SkySong Facility Updates

- The third floor in Building I is now complete and all ASU units have moved in (Technology Based Learning and Research, Complex Adaptive Systems Initiative, Applied Learning Technologies Institute, ASU Online)
- The shade structure is completely installed. Completion of the patios underneath has begun and is scheduled for completion by the end of March.
- The parking garage is complete.
- Apartment construction has been delayed due to ongoing national banking crisis. No start date is set at this time.
- Building III has been designed and has been submitted to the Scottsdale Design Review Board.
- Lee & Associates replace CB Richard Ellis as the commercial real estate representatives effective February 2009.

SkySong Leasing & Rent Updates

- 90% of Building I is leased and 40% of Building II is leased. 85,000 square feet is available for commercial tenants
- Three companies recently signed leases
 - Advent Solar (New Mexico – Solar cells)
 - Bye Energy (Colorado – Aviation biofuel)
 - Qwest (Arizona – telecommunications)



SkySong ASU Engagement

- 39 entrepreneurs from 21 Mexican technology companies participated in week-long seminars on expanding into the U.S. market at SkySong via the TechBa program
 - Two TechBA companies committed to moving to SkySong during the first quarter of 09
- The ASU Technopolis Launch Prep Entrepreneurship Course graduated 20 entrepreneurs from this semester's program
- EyePower Inc. has incorporated in Arizona utilizing SkySong client member services. Corporate formation included an equity distribution to ASU/AzTe. EyePower Inc. is currently working with ASU faculty on software educational gaming software projects.
- An ASU Aerospace Engineering faculty member has agreed to join Mahindra Mahindra of India as a research consultant on a temporary basis.
- Two WPC MBA students completed a marketing study for InfyCareer of Chennai. ASU/AzTE have equity ownership in InfyCareer
- Technology Venture Services Group is engaging 20 companies from the SkySong ecosystem. One such project is a three-student team assigned to do market analysis for HVS Engineering, a prospect from Singapore.

SkySong Events

- SkySong hosted a visit in December from President of Ireland, Mary McAleese, which included a VIP breakfast, tours and media coverage.
- Other recent notable delegation visits include the Culiacan Learning Solutions Center (representatives from 16 Mexican digital learning companies), 60 people from the International Society for Technology in Education, a 50-person Sichuan University delegation and the Learning Council's Innovation Forum.
- Arizona Technology Enterprises (AzTE) hosted its first ASU Technology Forum, with 130 attendees, 80 external guests, and 17 investors with specific interests in ASU technologies
- 50 people attended the AMA Technology & Marketing Special Interest event.
- ASU Technopolis hosted a 6th Anniversary networking event and celebration with over 200 business and community leaders in attendance
- Six companies attended ASU's Technology-Based Learning and Research's (TBLR) educational industry workshop on how to go to market and expand in the U.S.
- ASU SkySong kicked off its global speaker series with Malcolm Brady, a visiting professor from Dublin City University, who discussed the Irish economy and its comparison to the current U.S. economic climate.
- The Arizona Angels' February meeting included 3 presenting companies and about 30 investors

